

DUPLICATE

INVOICE



KMBC
6455 Winchester Ave
Kansas City, MO 64133-6409
Main: (816)221-9999
Billing: (816)760-9277

www.kmbc.com

Billing Address:

Crossroads Media
Attention: Accounts Payable
66 Canal Center Plaza
Suite 555
Alexandria, VA 22314

Send Payment To:

KMBC
PO Box 26866
Lehigh Valley, PA 18002-6866

Invoice #	Invoice Date	Invoice Month	Invoice Period
939826-1	08/19/12	August 2012	07/30/12 - 08/14/12

Station	Account Executive	Sales Office	Sales Region
KMBC	Meredith Thompson	Eagle-Washingt	National

Advertiser	Product	Estimate Number
Crossroads GPS	Crossroads GPS	886

Flight Dates	Order #	Alt Order #
08/08/12 - 08/14/12	939826	07895080

Billing Calendar	Billing Type	Deal #
Broadcast	Cash	

Special Handling

IDB #	Advertiser Code	Product Code
	12	11

Agency Ref	Advertiser Ref

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
1	08/08/12	08/10/12	First News at 5am	5-5:30am	-- 111--	:30	3	\$250.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/06/12 08/12/12 -- 111-- 3 \$250.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
2 KMBC W 08/08/12 5:23 AM First News at 5am 5-5:30am :30 MOSNTV04GPH \$250.00 NM									
3 KMBC Th 08/09/12 5:09 AM First News at 5am 5-5:30am :30 MOSNTV04GPH \$250.00 NM									
1 KMBC F 08/10/12 5:23 AM First News at 5am 5-5:30am :30 MOSNTV04GPH \$250.00 NM									
2	08/13/12	08/14/12	First News at 5am	5-5:30am	11-----	:30	2	\$250.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/13/12 08/19/12 11----- 2 \$250.00									
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2 KMBC M 08/13/12 5:12 AM First News at 5am 5-5:30am :30 MOSNTV04GPH \$250.00 NM									
1 KMBC Tu 08/14/12 5:09 AM First News at 5am 5-5:30am :30 MOSNTV04GPH \$250.00 NM									
3	08/08/12	08/10/12	First News at 5:30am	5:30-6am	-- 111--	:30	3	\$375.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/06/12 08/12/12 -- 111-- 3 \$375.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 KMBC W 08/08/12 5:55 AM First News at 5:30am 5:30-6am :30 MOSNTV04GPH \$375.00 NM									
3 KMBC Th 08/09/12 5:43 AM First News at 5:30am 5:30-6am :30 MOSNTV04GPH \$375.00 NM									
2 KMBC F 08/10/12 5:44 AM First News at 5:30am 5:30-6am :30 MOSNTV04GPH \$375.00 NM									
4	08/13/12	08/14/12	First News at 5:30am	5:30-6am	11-----	:30	2	\$375.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/13/12 08/19/12 11----- 2 \$375.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
2 KMBC M 08/13/12 5:42 AM First News at 5:30am 5:30-6am :30 MOSNTV04GPH \$375.00 NM									
1 KMBC Tu 08/14/12 5:40 AM First News at 5:30am 5:30-6am :30 MOSNTV04GPH \$375.00 NM									
5	08/08/12	08/10/12	First News at 6am	6-7am	-- 111--	:30	3	\$700.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/06/12 08/12/12 -- 111-- 3 \$700.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 KMBC W 08/08/12 6:59 AM First News at 6am 6-7am :30 MOSNTV04GPH \$700.00 NM									

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This invoice is subject to Hearst Television's Terms and Conditions which can be reviewed on our company website at www.hearsttelevision.com/for_advertisers

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KMBC
PO Box 26866
Lehigh Valley, PA 18002-6866

www.kmbc.com

Invoice #	Invoice Date	Invoice Month	Invoice Period
939826-1	08/19/12	August 2012	07/30/12 - 08/14/12
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Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
12	08/13/12	08/14/12	Dr. Phil	3-4pm	11-----	:30	2	\$250.00	NM
08/13/12 08/19/12 11----- 2 \$250.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 KMBC M 08/13/12 3:45 PM Dr. Phil 3-4pm :30 MOSNTV04GPH \$250.00 NM 1 KMBC Tu 08/14/12 3:08 PM Dr. Phil 3-4pm :30 MOSNTV04GPH \$250.00 NM									
13	08/08/12	08/10/12	DR OZ	4PM-5PM	--111--	:30	3	\$350.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 08/06/12 08/12/12 --111-- 3 \$350.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 KMBC W 08/08/12 4:56 PM DR OZ 4PM-5PM :30 MOSNTV04GPH \$350.00 NM 3 KMBC Th 08/09/12 4:38 PM DR OZ 4PM-5PM :30 MOSNTV04GPH \$350.00 NM 2 KMBC F 08/10/12 4:33 PM DR OZ 4PM-5PM :30 MOSNTV04GPH \$350.00 NM									
14	08/13/12	08/14/12	DR OZ	4PM-5PM	11-----	:30	2	\$350.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 08/13/12 08/19/12 11----- 2 \$350.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 KMBC M 08/13/12 4:12 PM DR OZ 4PM-5PM :30 MOSNTV04GPH \$350.00 NM 2 KMBC Tu 08/14/12 4:37 PM DR OZ 4PM-5PM :30 MOSNTV04GPH \$350.00 NM									
15	08/08/12	08/10/12	5pm News	5-530pm	--111--	:30	3	\$750.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 08/06/12 08/12/12 --111-- 3 \$750.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 KMBC W 08/08/12 5:23 PM 5pm News 5-530pm :30 MOSNTV04GPH \$750.00 NM 1 KMBC Th 08/09/12 5:13 PM 5pm News 5-530pm :30 MOSNTV04GPH \$750.00 NM 3 KMBC F 08/10/12 5:14 PM 5pm News 5-530pm :30 MOSNTV04GPH \$750.00 NM									
16	08/13/12	08/14/12	5pm News	5-530pm	11-----	:30	2	\$750.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 08/13/12 08/19/12 11----- 2 \$750.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 KMBC M 08/13/12 5:23 PM 5pm News 5-530pm :30 MOSNTV04GPH \$750.00 NM 2 KMBC Tu 08/14/12 5:22 PM 5pm News 5-530pm :30 MOSNTV04GPH \$750.00 NM									
17	08/08/12	08/10/12	6pm News	6-630pm	--111--	:30	3	\$900.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 08/06/12 08/12/12 --111-- 3 \$900.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 KMBC W 08/08/12 6:13 PM 6pm News 6-630pm :30 MOSNTV04GPH \$900.00 NM 3 KMBC Th 08/09/12 6:11 PM 6pm News 6-630pm :30 MOSNTV04GPH \$900.00 NM 2 KMBC F 08/10/12 6:22 PM 6pm News 6-630pm :30 MOSNTV04GPH \$900.00 NM									
18	08/13/12	08/14/12	6pm News	6-630pm	11-----	:30	2	\$900.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 08/13/12 08/19/12 11----- 2 \$900.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 KMBC M 08/13/12 6:23 PM 6pm News 6-630pm :30 MOSNTV04GPH \$900.00 NM 1 KMBC Tu 08/14/12 6:22 PM 6pm News 6-630pm :30 MOSNTV04GPH \$900.00 NM									
19	08/09/12	08/09/12	630-7p	630-7pm	---1---	:30	1	\$1,000.00	NM

This invoice is subject to Hearst Television's Terms and Conditions which can be reviewed on our company website at www.hearsttelevision.com/for_advertisers

DUPLICATE INVOICE

Send Payment To:



KMBC
PO Box 26866
Lehigh Valley, PA 18002-6866

www.kmbc.com

Invoice #	Invoice Date	Invoice Month	Invoice Period
939826-1	08/19/12	August 2012	07/30/12 - 08/14/12
Advertiser	Product	Estimate Number	
Crossroads GPS	Crossroads GPS	886	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/06/12 08/12/12 ---1--- 1 \$1,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 KMBC Th 08/09/12 6:41 PM 630-7p 630-7pm :30 MOSNTV04GPH \$1,000.00 NM									
20	08/13/12	08/14/12	630-7p	630-7pm	11-----	:30	2	\$1,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/13/12 08/19/12 11----- 2 \$1,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 KMBC M 08/13/12 6:56 PM 630-7p 630-7pm :30 MOSNTV04GPH \$1,000.00 NM 1 KMBC Tu 08/14/12 6:41 PM 630-7p 630-7pm :30 MOSNTV04GPH \$1,000.00 NM									
21	08/09/12	08/10/12	M-F/SU 10pm News	10-1035pm	---11--	:30	2	\$1,600.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/06/12 08/12/12 ---11-- 2 \$1,600.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 KMBC Th 08/09/12 10:13 PM M-F/SU 10pm News 10-1035pm :30 MOSNTV04GPH \$1,600.00 NM 2 KMBC F 08/10/12 10:27 PM M-F/SU 10pm News 10-1035pm :30 MOSNTV04GPH \$1,600.00 NM									
22	08/13/12	08/13/12	M-F/SU 10pm News	10-1035pm	1-----	:30	1	\$1,600.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/13/12 08/19/12 1----- 1 \$1,600.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 KMBC M 08/13/12 10:33 PM M-F/SU 10pm News 10-1035pm :30 MOSNTV04GPH \$1,600.00 NM									
23	08/08/12	08/10/12	M-F 1135p-1205am	1135pm-1205am	--111--	:30	3	\$200.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/06/12 08/12/12 --111-- 3 \$200.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 KMBC W 08/08/12 11:56 PM M-F 1135p-1205am 1135pm-1205am :30 MOSNTV04GPH \$200.00 NM 2 KMBC Th 08/09/12 11:54 PM M-F 1135p-1205am 1135pm-1205am :30 MOSNTV04GPH \$200.00 NM 3 KMBC F 08/10/12 12:02 AM M-F 1135p-1205am 1135pm-1205am :30 MOSNTV04GPH \$200.00 NM									
24	08/13/12	08/14/12	M-F 1135p-1205am	1135pm-1205am	11-----	:30	2	\$200.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/13/12 08/19/12 11----- 2 \$200.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 KMBC M 08/13/12 11:54 PM M-F 1135p-1205am 1135pm-1205am :30 MOSNTV04GPH \$200.00 NM 1 KMBC Tu 08/14/12 11:54 PM M-F 1135p-1205am 1135pm-1205am :30 MOSNTV04GPH \$200.00 NM									
25	08/08/12	08/10/12	First News at 4:30am	M-F 430a-5a	--111--	:30	3	\$100.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/06/12 08/12/12 --111-- 3 \$100.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 KMBC W 08/08/12 4:39 AM First News at 4:30am M-F 430a-5a :30 MOSNTV04GPH \$100.00 NM 3 KMBC Th 08/09/12 4:44 AM First News at 4:30am M-F 430a-5a :30 MOSNTV04GPH \$100.00 NM 2 KMBC F 08/10/12 4:58 AM First News at 4:30am M-F 430a-5a :30 MOSNTV04GPH \$100.00 NM									
26	08/13/12	08/14/12	First News at 4:30am	M-F 430a-5a	11-----	:30	2	\$100.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/13/12 08/19/12 11----- 2 \$100.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 KMBC M 08/13/12 4:44 AM First News at 4:30am M-F 430a-5a :30 MOSNTV04GPH \$100.00 NM									

DUPLICATE INVOICE

Send Payment To:



KMBC
PO Box 26866
Lehigh Valley, PA 18002-6866

Invoice #	Invoice Date	Invoice Month	Invoice Period
939826-1	08/19/12	August 2012	07/30/12 - 08/14/12
Advertiser	Product	Estimate Number	
Crossroads GPS	Crossroads GPS	886	

www.kmbc.com

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type																																		
26	08/13/12	08/14/12	First News at 4:30am	M-F 430a-5a	11-----	:30	2	\$100.00	NM																																		
<table><tr><td>Spots: #</td><td>Ch</td><td>Day</td><td>Air Date</td><td>Air Time</td><td>Description</td><td>Start/End Time</td><td>Length</td><td>Ad-ID</td><td>Rate</td><td>Type</td></tr><tr><td>2</td><td>KMBC</td><td>Tu</td><td>08/14/12</td><td>4:43 AM</td><td>First News at 4:30am</td><td>M-F 430a-5a</td><td>:30</td><td>MOSNTV04GPH</td><td>\$100.00</td><td>NM</td></tr></table>										Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type	2	KMBC	Tu	08/14/12	4:43 AM	First News at 4:30am	M-F 430a-5a	:30	MOSNTV04GPH	\$100.00	NM												
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type																																	
2	KMBC	Tu	08/14/12	4:43 AM	First News at 4:30am	M-F 430a-5a	:30	MOSNTV04GPH	\$100.00	NM																																	
27	08/11/12	08/11/12	News Wknd Sat	7-9am	-----1-	:30	1	\$350.00	NM																																		
<table><tr><td>Weeks:</td><td>Start Date</td><td>End Date</td><td>MTWTFSS</td><td>Spots/Week</td><td>Rate</td></tr><tr><td></td><td>08/06/12</td><td>08/12/12</td><td>-----1-</td><td>1</td><td>\$350.00</td></tr><tr><td>Spots: #</td><td>Ch</td><td>Day</td><td>Air Date</td><td>Air Time</td><td>Description</td><td>Start/End Time</td><td>Length</td><td>Ad-ID</td><td>Rate</td><td>Type</td></tr><tr><td>1</td><td>KMBC</td><td>Sa</td><td>08/11/12</td><td>8:00 AM</td><td>News Wknd Sat</td><td>7-9am</td><td>:30</td><td>MOSNTV04GPH</td><td>\$350.00</td><td>NM</td></tr></table>										Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate		08/06/12	08/12/12	-----1-	1	\$350.00	Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type	1	KMBC	Sa	08/11/12	8:00 AM	News Wknd Sat	7-9am	:30	MOSNTV04GPH	\$350.00	NM
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate																																						
	08/06/12	08/12/12	-----1-	1	\$350.00																																						
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type																																	
1	KMBC	Sa	08/11/12	8:00 AM	News Wknd Sat	7-9am	:30	MOSNTV04GPH	\$350.00	NM																																	
28	08/11/12	08/11/12	Sa 10pm News	10-1035pm	-----1-	:30	1	\$850.00	NM																																		
<table><tr><td>Weeks:</td><td>Start Date</td><td>End Date</td><td>MTWTFSS</td><td>Spots/Week</td><td>Rate</td></tr><tr><td></td><td>08/06/12</td><td>08/12/12</td><td>-----1-</td><td>1</td><td>\$850.00</td></tr><tr><td>Spots: #</td><td>Ch</td><td>Day</td><td>Air Date</td><td>Air Time</td><td>Description</td><td>Start/End Time</td><td>Length</td><td>Ad-ID</td><td>Rate</td><td>Type</td></tr><tr><td>1</td><td>KMBC</td><td>Sa</td><td>08/11/12</td><td>10:14 PM</td><td>Sa 10pm News</td><td>10-1035pm</td><td>:30</td><td>MOSNTV04GPH</td><td>\$850.00</td><td>NM</td></tr></table>										Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate		08/06/12	08/12/12	-----1-	1	\$850.00	Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type	1	KMBC	Sa	08/11/12	10:14 PM	Sa 10pm News	10-1035pm	:30	MOSNTV04GPH	\$850.00	NM
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate																																						
	08/06/12	08/12/12	-----1-	1	\$850.00																																						
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type																																	
1	KMBC	Sa	08/11/12	10:14 PM	Sa 10pm News	10-1035pm	:30	MOSNTV04GPH	\$850.00	NM																																	
29	08/12/12	08/12/12	News Wknd Sun	7-9am	-----1	:30	1	\$375.00	NM																																		
<table><tr><td>Weeks:</td><td>Start Date</td><td>End Date</td><td>MTWTFSS</td><td>Spots/Week</td><td>Rate</td></tr><tr><td></td><td>08/06/12</td><td>08/12/12</td><td>-----1</td><td>1</td><td>\$375.00</td></tr><tr><td>Spots: #</td><td>Ch</td><td>Day</td><td>Air Date</td><td>Air Time</td><td>Description</td><td>Start/End Time</td><td>Length</td><td>Ad-ID</td><td>Rate</td><td>Type</td></tr><tr><td>1</td><td>KMBC</td><td>Su</td><td>08/12/12</td><td>7:29 AM</td><td>News Wknd Sun</td><td>7-9am</td><td>:30</td><td>MOSNTV04GPH</td><td>\$375.00</td><td>NM</td></tr></table>										Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate		08/06/12	08/12/12	-----1	1	\$375.00	Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type	1	KMBC	Su	08/12/12	7:29 AM	News Wknd Sun	7-9am	:30	MOSNTV04GPH	\$375.00	NM
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate																																						
	08/06/12	08/12/12	-----1	1	\$375.00																																						
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type																																	
1	KMBC	Su	08/12/12	7:29 AM	News Wknd Sun	7-9am	:30	MOSNTV04GPH	\$375.00	NM																																	
Total Spots							64																																				

Payment Terms 30 Days

<u>Gross Total</u>	\$32,500.00
<u>Agency Commission</u>	\$4,875.00
<u>Net Amount Due</u>	\$27,625.00